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MULTIMEDIA UNIVERSITY

FINAL EXAMINATION

TRIMESTER 1, 2017 / 2018

**PBU0044/PBU0045 – INTRODUCTION TO BUSINESS
/ INTRODUCTION TO BUSINESS MANAGEMENT**
(All Sections)

23 OCTOBER 2017
2.30 p.m. – 4.30 p.m.
(2 Hours)

INSTRUCTIONS TO STUDENT

1. This question paper consists of **TWO** pages excluding the cover page.
2. Attempt **ALL** questions. All questions carry equal marks and the distribution of the marks for each question is given.
3. Write your answers in the Answer Booklet.

QUESTION 1 [20 Marks]

- a. List SIX (6) dimensions of external environments that may affect the business organisations today. (6 marks)
- b. List and explain the THREE (3) types of economic system. (6 marks)
- c. Organisations have a social responsibility towards their stakeholders namely their customers and investors. State and explain the negative practices that organisations usually perform toward first, their customers and second, investors. (8 marks)

QUESTION 2 [20 Marks]

- a. Every business should understand how marketing creates value for customers. Marketing of a product strives to provide several kinds of utility to ensure the buyers get the benefits from a firm' goods or services. List and explain the FOUR (4) kinds of utility to the customers. (8 marks)
- b. List the FOUR (4) elements of marketing mix. (4 marks)
- c. List and explain promotional mix tools used to promote a product. (8 marks)

QUESTION 3 [20 Marks]

- a. List FOUR (4) types of financial institutions. (4 marks)
- b. List and explain the TWO (2) international financial bodies. (4 marks)
- c. Describe Bull market and Bear market. (8marks)
- d. Explain the meaning of each element of the stock exchange below:
 - i. Stock
 - ii. Common stock
 - iii. Market value
 - iv. Dividends(4 marks)

Continued...

QUESTION 4 [20 Marks]

- a. Define what is corporate culture and explain why it is important in an organisation. (4 marks)
- b. Explain the difference between the corporate, business and functional strategy of an organisation. (6 marks)
- c. Organisations can develop their workforce through training. State and explain the THREE (3) different types of trainings available. (6 marks)
- d. Mediation and arbitration are two options that can be taken in the event of failure in a bargaining process between the management team and an organisation's labour union. Explain the difference between the two. (4 marks)

QUESTION 5 [20 Marks]

- a. What are the Big Five personality traits? Explain all FIVE (5) personality traits. (10 marks)
- b. Explain the meaning of a psychological contract. (4 marks)
- c. Job redesigning is one of the strategies that can enhance employee motivation at the workplace. State THREE (3) examples of job redesign programs and explain how each type of program can benefit the employee. (6 marks)

End of Paper